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MAYOR PEREZ ANNOUNCES THE SELECTION OF SOUTH END AND WEST END HOMEOWNERSHIP “*RISING STAR BLOCKS*” INVESTMENTS UP TO \$450,000 IN HARTFORD’S NEIGHBORHOODS

HARTFORD, CT—Today Mayor Eddie Perez continues a series of neighborhood celebrations to announce his plan to revitalize Hartford’s neighborhoods. His strategy to increase the homeownership rate from 25%-30% will be realized through his ***Homeownership Initiative***.

The **South End** has been recognized as a **Rising Star Block**. This neighborhood, recognized as a housing stock community that is gradually “tipping” will reap the rewards of some much needed funding through grants and loans which will transform this neighborhood into a great neighborhood of choice.

For a long time, the **South End** has been a stable housing neighborhood and has been a vibrant commercial corridor of Franklin Avenue. Its boundaries extend from Franklin Avenue (East), Brown Street (South), Campfield Street (West), and Preston Street (North).

“I’m excited about making an investment in this residential neighborhood. The South End, an extremely attractive part of Hartford for homeownership is a very ethnically diverse neighborhood with strong working class values,” said Mayor Perez. “I can also personally attest to this neighborhoods community involvement with groups such as the south end Neighborhood Action Plan, the south End NRZ, HART and the South Hartford Initiative.”

Today, the West End is also happy to announce the selection of the **West End** as a ***Rising Star Block***. The West End is home to some of Hartford’s architectural gems, some of them dating back to the early 1800’s. The West End neighborhood has also been long recognized as an extremely civic-minded community with great determination to see Hartford continue to flourish.

“My goal is to utilize our efforts and resources which will enable us to obtain the greatest impact over the long-term. This week making ***Rising Star Block*** announcements in Blue Hills, Behind the Rocks, and today the South end and West End shows how Hartford’s neighborhoods can

come together in the fight to make “**neighborhoods of choice**” where wealth and dreams continue to be realized,” stated Perez.

A dedicated homeownership coordinator will also assist in planning community streetscape projects that the residents will decide upon to enhance the look and feel of their streets. Grant money of up to \$50,000 will pay for streetscape projects; and loans and a combination of grants and loans up to \$450,000. A total of 50-80 families each year will have the opportunity to access these loans.

An added bonus at today’s press conference announces the selection of Hartford’s 12 ***Pride Blocks***, which will emphasize neighborhood pride and demonstrate a strong potential to be standard-setting blocks for their neighborhood.

A Pride Block will show three **visible** actions:

- Coordinated, resident-led projects to make the block look well-cared for;
- Numerous individual investments to improve properties on the block
- A series of positive activities to market the block as a great place to live and invest

Mayor Perez’ ***Pride Block*** recommendations are:

1. **Ridgefield Street (Westbourne Pkwy to Plainfield Street)**
2. **Newton Street (Capitol Ave. to Park St.)**
3. **Brownell Avenue**
4. **Ashley Street (Garden St. to Sigourney St.)**
5. **West Preston Street (Broad St. to Newbury St.)**
6. **Deerfield Street**
7. **Burton Street**
8. **Putnam Street (Russ to Park)**
9. **Upper Chatham Street (Lyme St. to Blue Hills Ave. & 2 Blocks of Cornwall St.)**
10. **Lower Chatham (Lyme St. to Granby St.)**
11. **Capen Street (Enfield St. to Vine St.)**
12. **Milford Street (Albany Ave. to Homestead Ave.)**